

**TRANSGENIC PLANTS CONTAINING MOLECULAR  
DECOYS THAT ALTER PROTEIN CONTENT THEREIN**

**Abstract**

5           The present application describes isolated nucleic acids that contain a *Nic* gene  
product responsive element, and the use thereof in methods of producing transgenic  
tobacco plants having reduced levels of nicotine and/or TSNA therein, as well as  
other plants or host cells that contain altered levels of a protein of interest therein due  
10 to inclusion of a *cis*-acting decoy element therein.

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